

## Also In This Issue

**Page 3**

Do Ads in Digest-Size Magazines Work?

**Pages 5—6**

MRI Starch's Most Wanted

**Page 7**

The Top Five Action-Producing Ads

**Pages 8—9**

MRI Starch AdNorms

## 4 Bridal Magazine Ad Facts You May Not Have Known

MRI Starch recently conducted an analysis into the performance of advertising in bridal magazines. As part of the analysis, we looked at how bridal magazines performed relative to bridal television, which has experienced pronounced growth with the recent launch of a Wedding Central cable channel, shows such as NBC's *The Marriage Ref* and several wedding-related shows airing on WETv, TLC and Style channels.

*continued on page 4 >>*

## Ask a Publisher:

*Joan Sheridan's POV on an ad that worked.*

*Read the Q&A on Page 2*



Joan Sheridan LaBarge, Group Publisher, Working Mother Magazine and Integrated Sales

Ad Noting:  
**73%**

Noters Who Took Any Action:  
**82%**



*Bagel Bites Frozen Snacks, Working Mother 11/09*

*#1 Ranked P4C ad in terms of Any Action Taken by Noters during 4th Quarter 2009*

# Ask a Publisher:

Joan Sheridan's POV on an ad that worked.



Joan Sheridan LaBarge,  
Group Publisher, Working Mother  
Magazine and Integrated Sales

**MRI Starch Q:** Why do you think this ad performed so well among Working Mother's readership?

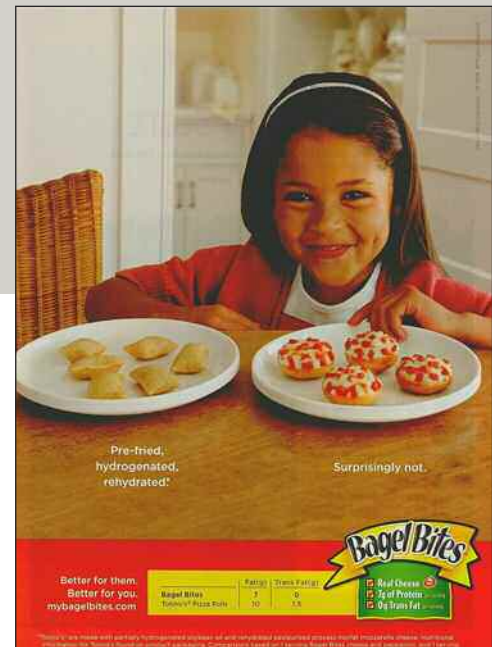
**A:** Our readers have shown themselves to be very active and involved with the content of our magazine. They are also very dedicated, hard-working moms who want only the best for their families. The Bagel Bites ad tells why the product is superior to the competition—why it's a better choice for mom and her family. And that's a message that resonates with our readership.

**MRI Starch Q:** How do you think print advertising complements Bagel Bites message?

**A:** The Bagel Bites brand wants to come across as both convenient and good-for-you. It's a brand image that's slightly complex, but print can communicate a brand's image better than other media. Also, I think that, visually, Bagel Bites really wanted to create an emotional response with moms, with the large visual of a happy child choosing Bagel Bites in the ad. Print is a great ad medium for triggering emotion.

**MRI Starch Q:** How is it that Working Mother can so effectively bridge the gap between buzz and buy?

**A:** Working Mother readers turn to our magazine for solutions. They seek solutions to their hectic lives—solutions to balancing work and family. The Bagel Bites ad offers a solution to feeding children a quick and healthy meal, which means the ad creative fits well with the tone and purpose of our magazine. So well, in fact, that the ad scored high for both ad awareness (buzz) and action taken (buy).



**Bagel Bites Frozen Snacks, Working Mother 11/09**

**#1 Ranked P4C ad in terms of Any Action  
Taken by Noters during 4th Quarter 2009**

**Ad Noting:**

**73%**

**Noters Who  
Took Any Action:**

**82%**



## Do Ads in Digest-Size Magazines Work?

A question that oftentimes comes up is: "Do ads in digest-size magazines generally work as well as ads in standard-size publications?". The answer is "Yes!". MRI Starch looked at 23,883 ads that ran between 12/1/08 and 11/30/09. 1.5% of the ads (366 ads) ran in digest-size publications. The results show that scores for Ad Noting and Actions Taken were at similar levels regardless of the title size. For example: Ad Noting scored similarly across both types of publications (49% on average in both instances).

Looking at all ads:

- **Reading any portion of the ad** was also at the same level: 39% on average among noters of ads in digest-size magazines and also 39% among noters of ads in non-digest size titles.
- **Taking any action** was just as likely for Ad Noters of ads in digest or non-digest magazines (40% on average in both cases).

In addition to making this comparison on the macro level, we also looked at Beauty/Fashion advertising. The results were the same for this genre:

Looking at Beauty/Fashion ads:

- **Ad Noting for beauty/fashion ads** were at similar average levels for digest-size titles (55%) versus non-digest titles (52%).
- **Reading any portion of the ad** was at a similar level: 46% of ads in digest-size magazines and 43% of ads in non-digest magazines.
- **Actions taken** were just as likely for noters of ads in digest-size titles (41%) versus noters of ads in non-digest titles (42%).

## >> 4 Bridal Magazine Ad Facts You May Not Have Known *(continued from page 1)*

### Delving into the Performance of Bridal Magazine Ads

MRI Starch looked at 1,075 ads across seven bridal magazine issues that ran between February 2009 and December 2009. We found the following:

1. Bridal magazine readers are **116% more likely to read these titles as much for the ads as the edit.**
2. AdMeasure shows that bridal magazine ad ratings are as high as program ratings of bridal cable shows.
3. Bridal title readers are **52% more likely to say the ads are a valuable source of new information.**
4. Ad Noting and Actions Taken scores for page four-color ads remain consistent across magazine quartiles.

#### Result #1: Bridal magazine readers are 116% more likely to read these titles as much for the ads as the edit

It may come as no surprise that Bridal magazines are read as much for their advertising as their editorial. Bridal titles oftentimes carry a large number of total pages: 431 pages on average during this time period. And, a typical issue will include 154 advertisements. However, the large number of ads appears to be a plus for a significant number of readers since 41% of them report “I read this publication as much for the ads as for the articles”—an index of 216 vs. the average of the total magazine category.

#### Result #2: AdMeasure shows that Bridal magazine ad ratings are as high as those of bridal cable shows

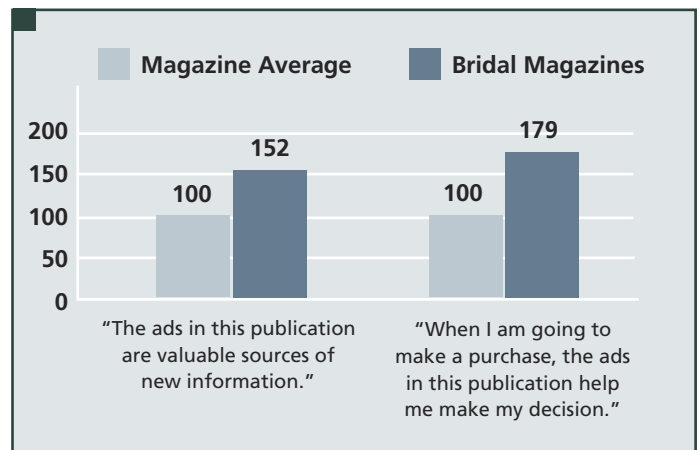
We compared the average AdMeasure ratings for bridal title ads (1.2%) to the ratings of recent bridal TV shows. The results were impressive and showed that bridal magazine ads generated ratings as large as those of some bridal cable shows. Note that this comparison is purely directional in purpose as we are not only comparing two different media with different consumption curves, but also comparing magazine advertising to TV content.

	Program Rating	Ad Rating
ABC In Style Celebrity Wedding, 2/07	2.6	
<b>Average ad rating, bridal title ads</b>		<b>1.2</b>
WEtv “Bridezillas” premiere, 6/7/09	0.9	
WEtv “Amazing Wedding Cakes” premiere, 6/7/09	0.8	
TNT “Wedding Day” premiere, 6/17/0	0.3	

Source for TV shows: Nielsen Media Research data

#### Result #3: Bridal title readers are 52% more likely to read these titles as much for the ads as the edit

Readers of bridal magazines are more likely than the average magazine reader to utilize the ads in bridal titles as a valuable source of information. In fact: 44% of bridal magazine readers agree that “The ads in this publication are valuable sources of new information” – Index 152 vs. the magazine average. Also, 34% of bridal magazine readers agree that “When I am going to make a purchase, the ads in this publication help me make my decision” – Index 179 vs. the magazine average.



#### Result #4: Ad Noting and Actions Taken remain essentially consistent across magazine quartiles

As seen below, average Ad Noting and Actions Taken scores remain relatively flat by quartile. Each quartile represents one fourth of the magazine (Quartile 1 represents the first 25% of pages, for example). Among the quartiles, which are based on P4C ads, Quartile 1 scored the highest Noting score of 51% with a less than 5% drop across quartiles 2, 3 and 4. Interestingly, Quartile 4 had the highest Actions Taken score of 59%.

- **Quartile 1:** 51% Noted, 56% Any Action Taken
- **Quartile 2:** 47% Noted, 54% Any Action Taken
- **Quartile 3:** 46% Noted, 54% Any Action Taken
- **Quartile 4:** 48% Noted, 59% Any Action Taken

This MRI Starch analysis not only reinforces the importance of ads to readers of bridal magazines, it also shows ad effectiveness across different magazine quartiles. Additionally, it can be used to position your bridal title effectively against TV to increase print’s share of bridal advertising.



# MRI Starch's Most Wanted

The top ads in terms of Ad Noting during 4th quarter, 2009.



**LOWE'S BUILDING SUPPLY STORE**  
 Publication: *This Old House*, 11/1/09  
 Size/Color: 1P4  
 Ad Noting: 91%



**GARNIER NUTRITIONISTE SKIN RENEW SKIN CARE PRODUCTS**  
 Publication: *Women's Health*, 12/1/09  
 Size/ Color: 2C154  
 Ad Noting: 90% (tied)



**LEGO DUPLO FIRE STATION**  
 Publication: *Working Mother*, 11/1/09  
 Size/ Color: 2C1P4  
 Ad Noting: 90% (tied)



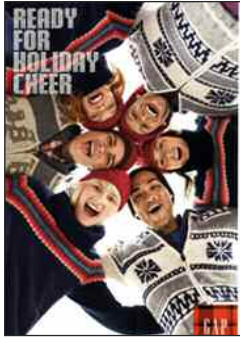
**TELEFLORA STORE ONLINE**  
 Publication: *USA Weekend Magazine*, 12/13/09  
 Size/ Color: 2C154  
 Ad Noting: 90% (tied)



**JC PENNEY  
 DEPARTMENT STORE**  
 Publication: *House Beautiful*,  
 10/1/09  
 Size/ Color: 4P4  
 Ad Noting: 90% (tied)

# MRI Starch's Most Wanted, *con't.*

The top ads in terms of Ad Noting during 4th quarter, 2009.



# The Top Five Action-Producing Ads

Top scoring ads of 4th quarter 2009 for specific actions taken by Noters.



Purchased Product: 60%

#1: SARGENTO ARTISAN BLENDS  
SHREDDED CHEESE

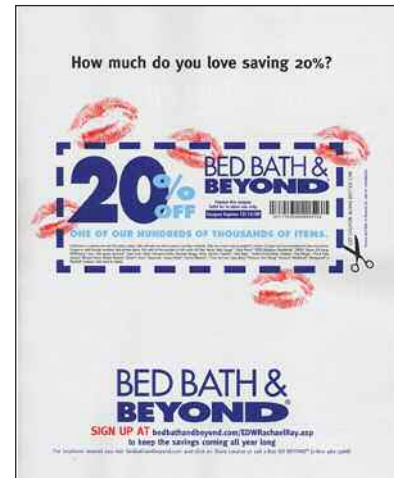
Martha Stewart Living,  
10/1/09, 1P4C



Visited the company's website: 45%

#1: EBAY.COM  
AUCTIONS ONLINE

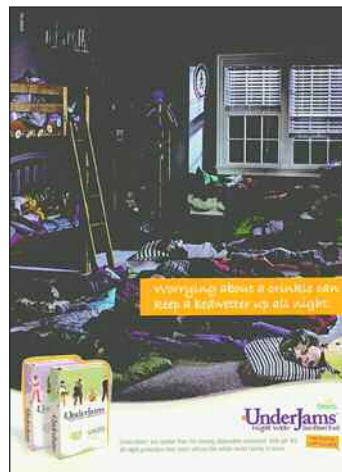
Wired, 12/1/09, 1P4C



Clipped/saved the ad: 59%

#1: BED BATH & BEYOND STORE

Every Day with Rachael Ray,  
11/1/09, 1P4C



Recommended the product  
to somebody: 30%

#1: PAMPERS UNDERJAMS  
DISPOSABLE UNDERPANTS

Good Housekeeping,  
12/1/09, 1P4C



Talked to somebody about it: 47%

#1: AMERICAN EXPRESS  
CREDIT CARD

New York Magazine,  
10/26/09, V2/3P4



# MRI Starch AdNorms: 10/1/2008—12/28/2009

## The industry standard.

Continuously updated ad norms will appear in every quarterly issue of Cover-to-Cover

	No. of Ads	Noted (%)	Assoc. (%)	Read Any (%)	Any Action Taken Noters (%)
<b>All Ads</b>	<b>30,780</b>	<b>48</b>	<b>42</b>	<b>39</b>	<b>40</b>
<b>Size/Color &amp; Cover Position</b>					
Spread Four Color	3,017	54	47	43	41
One Page Four Color	19,125	48	41	39	40
One-Third & One Page Four Color	1,052	50	46	41	43
Vertical One-Third Page	1,268	38	32	32	43
Horizontal One-Half Page	1,072	38	32	31	41
2nd Cover Spread Four Color	407	69	60	58	34
3rd Cover One Page Four Color	581	56	47	47	39
4th Cover One Page Four Color	639	58	53	49	39
<b>Product Categories</b>					
Apparel: Comb Copy & NEC	232	57	48	46	39
Apparel-Direct Response	166	40	29	31	31
Automobile Insurance	135	51	48	38	29
Automotive & Travel-Direct Response	155	45	37	37	39
Banks, S&Ls	174	42	35	33	33
Bath Toiletries & Powders	172	54	51	46	49
Books	137	38	28	32	43
Broadcast TV, Syndication & Rep Firms	182	56	49	48	45
Buildg Mtrls & PreFab Homes: Comb & NEC	135	45	32	36	38
Cable Television & Satellite TV	446	52	45	46	44
Candy & Mints	253	58	54	50	50
Cars, Asian Factory: Sales & Leasing	332	52	49	42	35
Cars, Domestic Factory: Sales & Leasing	247	55	51	45	36
Cellular & Paging Equipment & Systems	491	50	46	39	36
Cereals	151	50	46	42	42
Chips, Nuts, Popcorn & Pretzels	262	53	47	45	50
Clothing Stores	593	52	43	43	39
Cold & Sinus Remedies	192	45	42	34	39
Colleges & Universities	138	34	27	27	38
Computer Software (Excl Games & Educ)	180	43	35	35	39
Cookies & Crackers	161	56	52	48	49
Corporate Advertising NEC	159	48	41	40	35
Cosmetics&Bty Aids-Wmn,M&W,Unsx:Com&NEC	172	53	48	45	44
Credit Cards	274	46	41	36	29
Deodorants & Anti-Perspirants	164	49	46	41	44
Dresses, Suits & Formalwear	756	52	39	45	51
Drug & Toiletry-Direct Response	264	38	30	28	31

continued >>



	No. of Ads	Noted (%)	Assoc. (%)	Read Any (%)	Any Action Taken Noters (%)
Eye Makeup	158	63	59	53	47
Face Makeup	257	58	55	48	43
Financial Products & Svcs: Comb & NEC	252	38	31	29	32
Fruit Juices & Fruit Flavored Drinks	202	55	51	46	51
Furniture	197	46	33	36	36
Handbags, Gloves, Wallets & Belts	199	56	50	40	39
Home Centers & Hardware Stores	194	55	49	45	39
Hotels & Resorts, Domestic	371	46	39	39	42
Hotels & Resorts, Foreign	165	45	37	39	45
Household Furniture & Appliances-Dir Rsp	152	44	37	33	34
Internet Commun,Cntnt Prvdrs,Prtls,Engns	145	39	29	32	37
Investment Brokers	173	48	44	38	34
Jewelry	385	47	35	38	37
Light Trucks, Asian Factory: Sls&Lsg	174	49	45	38	34
Light Trucks, Domestic Factory: Sls&Lsg	229	54	50	43	33
Lip Color	219	59	56	50	45
Manicure Preparations & Implements	154	51	46	42	47
Milk,Butter,Cream,Eggs,Yogurt&Sour Crm	240	54	48	45	46
Nutritional Supplements	266	40	32	32	38
Organization Advertising: NEC	217	39	28	33	37
Plumbing&Sanitatn Equip Fixtrs&Systems	148	54	47	44	36
Prepared Dinnrs&Entrees NEC(Incl Pizza)	222	54	50	46	49
Prescription Medications	1,019	35	28	23	25
Ready-to-Wear: Comb Copy & NEC	163	57	49	49	38
Religious, Charitable & Humanitarian	142	46	37	38	35
Restaurants, National	161	59	56	50	50
Scents,Fragrances & Perfms-Wmn,M&W,Unsx	325	55	48	44	36
Shampoos, Conditioners & Rinses	451	52	47	43	44
Shoes & Boots, Regular & Casual	170	44	35	34	39
Shortening,Oil,Margarine&No-Stick Pdts	138	54	50	45	47
Skin Care Creams, Lotions & Oils	883	51	47	43	44
Soups	267	59	57	51	54
Sportswear Jeans	148	55	48	49	38
Tourism Promotion, Domestic (Area)	240	45	38	38	41
Tourism Promotion, Foreign (Area)	264	49	39	41	42
Watches	478	50	44	40	34
Weight Loss & Gain Aids	184	45	38	33	32
Wine & Wine Coolers	319	47	39	39	46

Advertising Occurrence Data: Copyright 2010 by Kantar Media Intelligence. All rights reserved.

Note: This Norms chart shows the size/color, position and product classes with the largest number of measured ads. Visit MRI Starch's SmartSystem for a more extensive data. The data in this report have been Composition Targeted. This means that the Starch data have been projected to reflect the profile of readers and their reading behavior for this magazine/issue as found in the MRI National Study and the MRI Issue Specific Study. This approach was implemented as of June 2009 and applied to all MRI Starch Syndicated studies from October 2008 to the December 2009. For more information on this Composition Targeting approach, please contact your MRI sales representative. Sixteen December 2009/Jan 2010 double issues have been excluded from this report due to a change in Actions Taken data commencing in Jan 2010.

Readership AdNorms will be released 3/25 by size/color and product category. New PIB codes will be included.

© Copyright 2009-2010, Mediamark Research & Intelligence

## Also In This Issue

**Page 2**

The Effect of Scandal: A Look at Toyota

**Page 5**

Top 5 Ads Based on Ad Traits

**Page 6**

Ad Positioning Insights:  
Left Hand Pages and Quartiles

**Page 7**

Ad Rank: *Better Homes and Gardens*:  
April 2010

**Page 8**

Starch's Most Wanted: Top Ads  
and Editorial Pieces

**Pages 9-10**

Starch AdNorms 10/1/08—3/31/10

## Introducing the Ad Traits Database

### STARCH TO OFFER INSIGHT ON ELEMENTS THAT DRIVE PRINT AD READERSHIP

Starch Advertising Research, the leader in measuring ad effectiveness, is cataloguing the tens of thousands of print advertisements in its database according to 50+ different variables, most of which are exclusive to Starch. With these variables, marketers can better determine which components of ad creative and placement help generate ad readership and response.

*continued on page 3 >>*

### AdMeasure

Providing ROI  
for

**Every Ad of Every Issue  
of Every Major Title**  
in 2010.

# The Effect of Scandal: A Look at Toyota

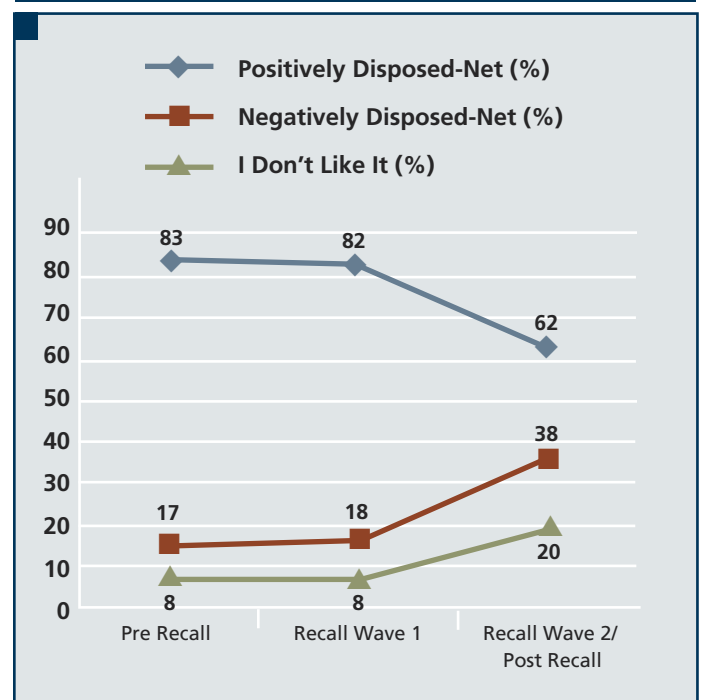
Is there such thing as bad publicity for a brand? Although *succès de scandale* might be a ticket to greater fame for a celebrity, bad publicity can inevitably come at a price for a corporation. In order to explore this point, we ran a Brand Disposition Report—only available through Starch—to track the effects of Toyota's recent recalls on consumers' attitudes toward the Toyota brand. (Note that Brand Disposition questions are asked before any ad is shown in the Starch survey.)

Starch looked at brand disposition data across three points in time: (1) "Pre-recall," before 11/2/09, the date of a 3.8 million vehicle recall; (2) "Recall Wave 1" or between the 11/2/09 recall and a highly publicized second wave of recalls beginning on 1/21/10; (3) "Recall Wave 2/Post Recall" or after 1/22/10, which includes the recall of 4 million vehicles with potentially faulty accelerator pedals and/or other defects. This was also the time during which Toyota executives appeared before the U.S. Senate. The results of Starch's analysis:

- **Toyota experienced a drop of 21 percentage points** in terms of people positively disposed towards their brand—from 83% Pre-recall to 62% Post-recall.
- **The percent of people that said they were negatively disposed** to Toyota more than doubled from 17% Pre-recall to 38% Post-recall.
- **Nearly 1 in 5 (20%) people said "I don't like it"** about the Toyota brand Post-recall period. This is a significant increase from Pre-recall levels (8%).



## Brand Disposition Towards Toyota





>> **Introducing the Ad Traits Database**  
*(continued from page 1)*

**Historical Database Offering Searchable Print Ad Variables**

In 2010, Starch began tabulating the ad traits of thousands of print ads in some 3,000+ issues of 186 major consumer magazine titles. Starch has recently begun the process of retroactively cataloguing all ads measured since October 2008 according to different elements appearing in the ads in order to give marketers a historical reference database. This unique database gives publishers a new tool to evaluate the variables that drive print ad readership.

**Evaluating the Lift from Ad Variables**

Starch measures 50+ ad variables including:

- Highlighted are the Ad Variables Exclusive to Starch
- Form and Structure: Promotional Code, Interactive Bar Codes, Perforation, Sticker, Regular, Article-Like, Interactive Bar Code, Recipe, Coupon, Sign-Up Form and BRCs, Scent Strip, Booklet, Advertorial, Accordion Ads, Scented Paper.
  - Entertainment: Free Stuff, If-Incentive, Sample/Trial Offer, Actual Sample.
  - Location and Context: Ad is Endemic, Related to Cover Story, Adjacent to Table of Contents, Adjacent to Relevant Article, Adjacent to Article, Adjacent to Ad, Adjacent to Cover Story, Special Ad Section.
  - Content: Co-Op, Product Shown, Celebrity (Entertainment, Sports, Other), Multiple Brands, Multiple Products, High-Ticket Item, Corporate Ad, Job Announcement, "Living Green," Testimonials, Competitors Mentioned, Nutritional Information, User-Generated Content, Sweepstakes/Contest, Sponsorship/Social Cause/Charity Reference, Price Shown.
  - Contact Info: Website URL + Call to Action, Website URL, Telephone Number + Call to Action, Telephone Number, Text Message, Social Media, E-Mail.
  - Keywords (exact words that appear in the ad):  
MADE IN USA, LIMITED TIME OFFER, NEW, SAVE, FREE.

**Metrics Marketers Can Use**

Marketers can benefit from the comprehensive data in Starch's dynamic ad traits database. Here is a sampling of some actionable data that marketers can use:

- Ads that contain an actual sample are 13% more likely to be Noted than the average ad (60% vs. 53%). They are also 15% more likely to result in Any Action Taken by a Noter (68% vs. 59%).
- Scent Strips are 13% more likely to be noted than the average ad (60% vs. 53%). They are also more likely to result in Any Action Taken by a Noter (66% vs. 59%).
- Endemic ads do not appear to deliver larger Noting scores (54% vs. 53%). Any Action Taken Scores are also not substantially higher (62 vs. 59%).

Select Ad Trait Performance			
Ad Trait 1/1/10—3/31/10	No. of Ads	Noted % (Index)	Any Action Taken Noters % (Index)
Average All Ads	22,245	53	59
Ad Is Endemic	3,972	54 (102)	62 (105)
Scent Strips	64	60 (113)	66 (112)
Ad Contains Actual Sample	51	60 (113)	68 (115)

*continued >>*

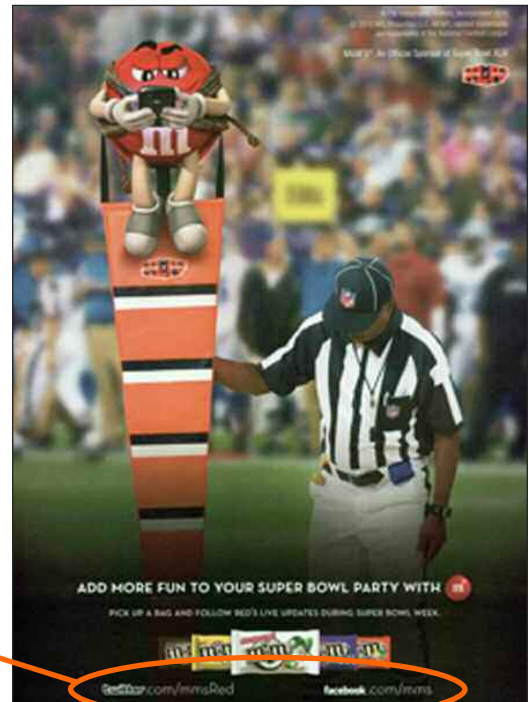
## >> Introducing the Ad Traits Database

(continued from page 3)

### Another Metric Marketers Can Use: Social Media Mention

More and more advertisers are leveraging their print ad campaigns to support their social media strategy. Starch analyzed 226 ads with a Social Media reference to see if they experienced a measureable lift in Noting or Actions Taken scores. We noticed that, in most cases, the social media mentions are quite small as you can see from the M&Ms example on this page.

The result of our analysis? The data showed that although including a social media mention in a print ad did not result in a significantly higher Noting Score (see chart below), it did result in higher Actions Taken—especially among younger readers, A18-34. For example, A18-34 were **+11 percentage points more likely** to report Any Action Taken than the reader of the average ad (70% vs. 59%).



#### Ad Mentions Social Media

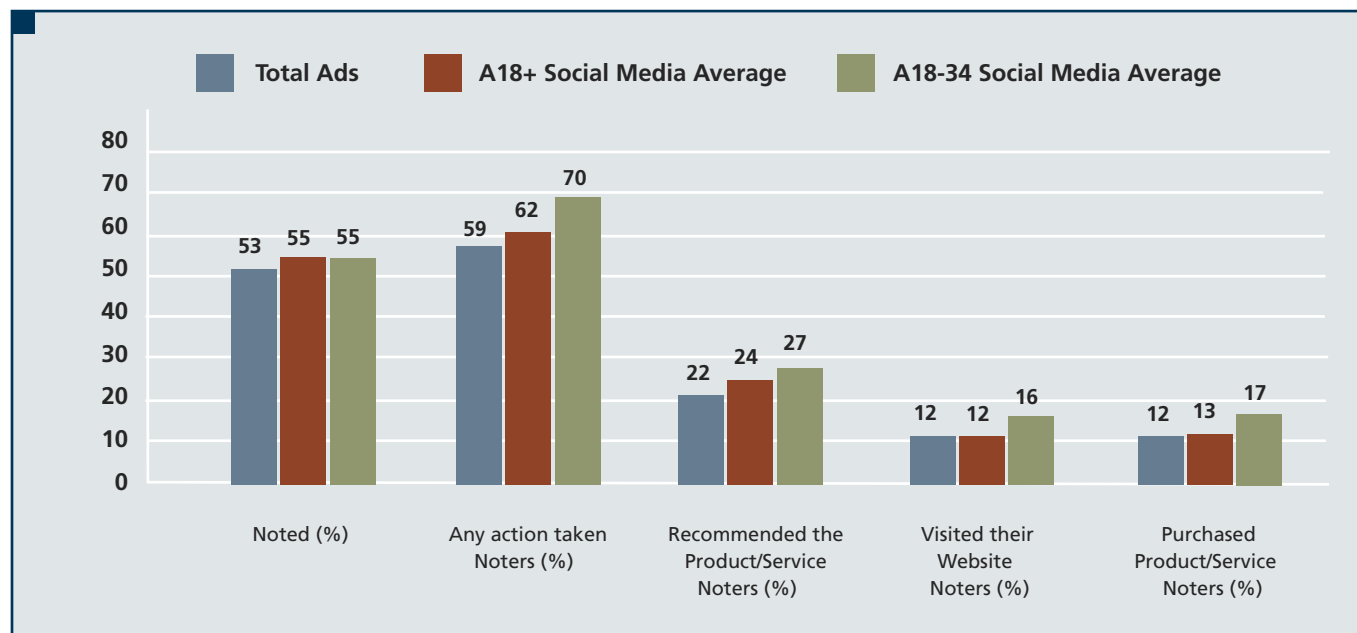
M&Ms

13 Ads, various sizes, multiple titles  
1Q '10

Average Noted %: 74%

Any Action Taken—Noters: 72%

### Social Media Mention in an Ad



For list of issues which have been coded for ad traits, please refer to the "Ad Traits – Coded Issues" Excel file on the Starch SmartSystem home page.

# 5 Top Ads Based on Starch Ad Traits

Below are a few top ad trait performers in terms of Ad Noting among 1Q2010 ads in the SmartSystem as of 5/10/10. Note that ad coding is ongoing.



Ad lists a number to send SMS/text message

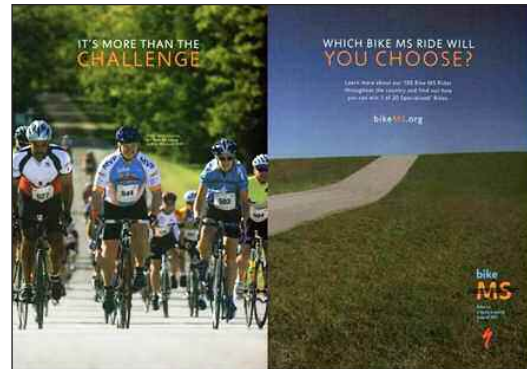
#1: YAMAHA MOTORCYCLE

Cycle World, 2/1/10, 2C1S4

Issue Specific Audience: 2,755,000

Noted: 82%

2,259,000 people noted this ad



Ad mentions a sponsorship, social or charitable cause

#1: NATIONAL MULTIPLE SCLEROSIS SOCIETY

Bicycling, 3/1/10, 2CG4P4

Issue Specific Audience: 1,932,000

Noted: 88%

1,700,000 people noted this ad



Ad mentions social media

#1: MACY'S DEPARTMENT STORE

New York Magazine, 2/5/10, 2C1S4

Issue Specific Audience: 1,490,000

Noted: 90%

1,341,000 people noted this ad



Ad is part of a special section

#1: U.S. SKI TEAM

Ski, 1/1/10, 1S4

Issue Specific Audience: 1,743,000

Noted: 87%

1,516,000 people noted this ad



Ad states: "Made in the USA"

#1: THOMPSON RIFLES

Hunting, 2/1/10, 2C1P4

Issue Specific Audience: 2,171,000

Noted: 90%

1,954,000 people noted this ad





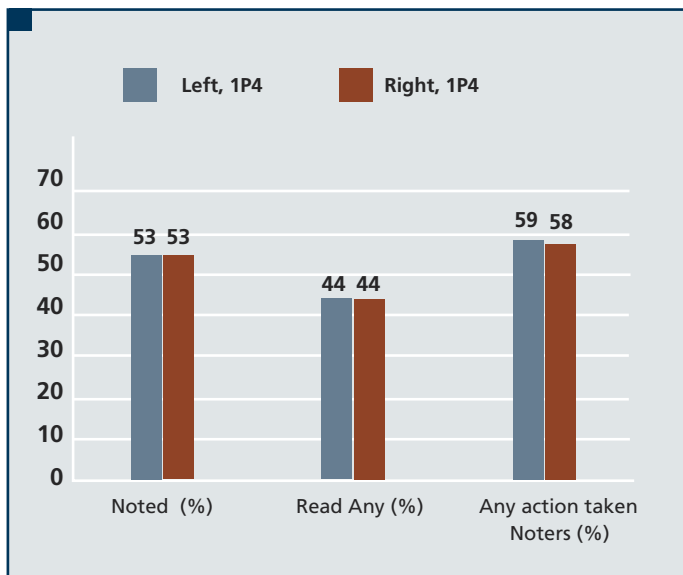
## Ad Positioning Insights: Left Hand Pages and Quartiles

### December 2009—March 2010

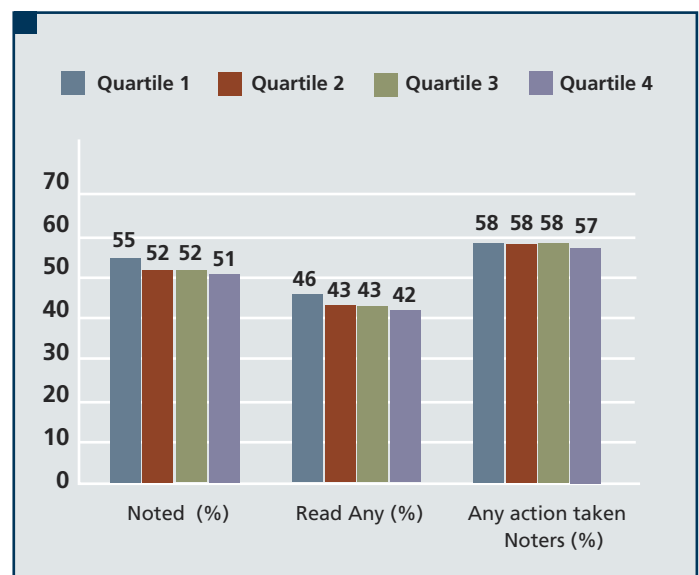
Does an ad's position affect its performance? Starch looked at 13,580+ 1P4 ads to see if one position had an edge over the other in terms of Noting, Read Any or Any Action Taken scores. The data, as seen below, affirm that left hand 1P4 ads perform as well as right hand 1P4 ads in each of the aforementioned scores.

Starch extended this analysis to Quartiles. Interestingly, the topline data from the 1P4 ads show that key scores experienced a drop between Quartile 1 and Quartile 4. However, the drop may be considered slight as it was consistently under 5% between Quartile 1 and Quartile 4.

Left Hand vs. Right Hand Page Ads




Ad Performance by Quartile



# Ad Rank: *Better Homes and Gardens*, April 2010

Starch SmartSystem lets you rank ads according to performance within a title. Here are the Top 5 Noted ads in *Better Homes & Gardens*, 4/10, which contained 133 ads.



Rank	Advertiser Name	Noted Ad Rating % *	Noted Audience	AdNorm Index Noted	Noted (%)
1.	 National Fluid Milk Processor	16.55	37,394,000	152	82%
2.	 Duncan Hines Cake Mix & Cream Frosting	15.95	36,026,000	127	79%
3.	 Wal-Mart Furniture & Home Décor	15.55	35,114,000	120	77%
4.	 Hershey's Special Dark Candy Bar	14.74	33,290,000	126	73%
5.	 M&M's Milk Chocolate Candy	14.33	32,378,000	122	71%

\* Noted Ad Rating is the Noted audience as a percent of the total U.S. adult population according to Fall 2009 *Survey of the American Consumer*.

Contact your GfK MRI Salesperson for information on your title's ad rankings.

# Starch's Most Wanted: 3 Top Action-Producing Ads

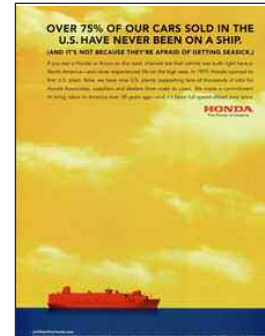
Below are a few top ad trait performers in terms of Ad Noting among 1Q2010 ads in the SmartSystem as of 5/10/10.



**Took Any Action: 96%**  
**ZIPLOC BAGS AND CONTAINERS**  
**Publication: Weight Watchers, 3/1/10**  
**Size/Color: 1P4**  
**Issue Specific Audience: 11,020,000**  
**8,358,000 people Took Any Action**



**Tried the scent strip: 51%\***  
**Exclusive to Starch**  
**BURBERRY BRIT SHEER WOMEN**  
**Publication: Marie Claire, 2/1/10**  
**Size/Color: +2P4**  
**Issue Specific Audience: 3,477,000**



**Have a more favorable opinion about the advertiser: 52%\***  
**Exclusive to Starch**  
**HONDA MOTOR CO. CORP DIVISION**  
**Publication: The Economist, 2/20/10**  
**Size/Color: 1P4**  
**Issue Specific Audience: 3,025,000**

\*Unweighted percentages

# Starch's Most Wanted: 3 Top Action-Producing Editorial Pieces

1st Quarter 2010



**Any Action Taken**  
**TOP 75 MONEY-SAVING TIPS**  
**Publication: Bridal Guide, March/April 2010**  
**96% of Noters Took Any Action**



**Most Noted**  
**(TIED) WOLF WARS (Cover Story)**  
**Publication: National Geographic Magazine, 3/1/10**  
**93% of readers Noted it**



**Most Noted**  
**(TIED) YOUR BACKSTAGE PASS TO SUNDAY'S OSCARS (Cover Story)**  
**Publication: USA Weekend, 3/7/10**  
**93% of readers Noted it**

Database of edit self-selected by clients and/or Starch.



# Starch AdNorms: 10/1/2008—3/31/2010

## The industry standard.

Continuously updated ad norms will appear in every quarterly issue of Cover-to-Cover

	No. of Ads	Noted (%)	Assoc. (%)	Read Any (%)
<b>All Ads</b>	<b>53,702</b>	<b>51</b>	<b>44</b>	<b>41</b>
<b>Size/Color &amp; Cover Position</b>				
Spread Four Color	4,871	55	48	45
One Page Four Color	32,516	50	43	41
One-Third & One Page Four Color	1,529	51	46	42
Vertical One-Third Page Four Color	2,538	41	34	34
Horizontal One-Half Page Four Color	2,190	42	35	35
2nd Cover Spread Four Color	805	71	62	61
3rd Cover One Page Four Color	1,145	58	49	50
4th Cover One Page Four Color	1,291	61	54	52
<b>Product Categories—Top 50</b>				
Amusements & Events	527	50	40	44
Apparel Retailers	1,327	53	44	43
Apparel: Comb Copy & NEC	324	58	50	47
Apparel—Direct Response	451	44	31	33
Automotive & Travel—Direct Response	347	50	42	42
Bakery Goods (Fresh, Frozen, Refrigerated, etc.)	397	58	54	50
Bath Soaps & Toiletries	349	56	53	47
Beauty, Health & Medical Services	515	41	31	34
Building Equipment, Fixtures & Systems	399	50	42	41
Building Materials & PreFab Homes	344	45	33	36
Business Propositions & Employment Recruitment	388	42	34	35
Candy & Mints	409	61	58	53
Cars & Light Trucks, Factory: Sales & Leasing	2,124	55	51	45
Cat & Dog Food	492	46	41	34
Chips, Nuts, Popcorn & Pretzels	380	54	49	46
Cold, Cough, Sinus & Asthma Remedies	379	49	45	38
Computer Software	395	46	38	39
Credit Cards & Travelers Checks	460	48	43	37
Dairy Products & Substitutes	778	56	51	48
Dresses, Suits, Formalwear & Bridalwear	1,270	54	41	46
Drug & Toiletry—Direct Response	708	43	34	33

continued >>

	No. of Ads	Noted (%)	Assoc. (%)	Read Any (%)
Face Makeup	449	61	58	51
Financial Products & Services	1,338	44	38	35
Fruits, Vegetables, Grains & Beans (All)	357	53	47	45
Furniture & Mattresses	317	49	37	38
General—Direct Response	663	42	30	32
Handbags, Gloves, Wallets & Belts	328	59	53	42
Home & Building Retailers	865	51	43	43
Home & Building-Direct Response	629	53	46	42
Jewelry	546	49	37	40
Lip Makeup	327	61	57	51
Medicated Products & Remedies-Non-RX	347	47	42	39
Organizations	724	47	36	39
Other Alcoholic Beverages	343	56	50	47
Prepared Dinners & Entrees NEC (Incl Pizza)	347	56	52	48
Prescription Medications	1,745	37	30	25
Property & Casualty	464	52	47	39
Public Transportation	556	52	44	44
Resorts & Travel Accommodations	1,858	49	40	42
Scents, Fragrances & Perfumes	648	55	48	43
Shampoos, Conditioners & Rinses	588	53	48	44
Skin Care Products	1,714	54	49	45
Soups	469	62	60	54
Sportswear & Jeans	442	56	49	50
Telecommunications Providers/Services	662	51	47	40
Television & Cable Television	1,179	55	48	48
Vehicle Accessories & Equipment	1,041	51	44	44
Vitamins, Nutrition Supps, Reducing Aids	1,280	45	36	36
Watches	594	52	46	42
Wine & Wine Coolers	394	48	39	40

Advertising Occurrence Data: Copyright 2010 by Kantar Media Intelligence. All rights reserved.

Note: This Norms chart shows the size/color, position and product classes with the largest number of measured ads. Visit Starch Advertising Research's SmartSystem for a more extensive data. The data in this report have been composition targeted. This means that the Starch data have been projected to reflect the profile of readers and their reading behavior for this magazine/issue as found in the GfK MRI National Study and the GfK MRI Issue Specific Study. This approach was implemented as of June 2009 and applied to all Starch Syndicated studies from October 2008 onwards. For more information on this composition targeting approach, please contact your GfK MRI sales representative.

© Copyright 2009-2010, GfK Mediamark Research & Intelligence, LLC.

## Also In This Issue

**Page 5**

Campaign Closeup: Gardasil HPV Rx

**Page 6**

Ad Rank: *Parade*, June 27, 2010

**Page 7**

Starch's Most Wanted:  
3 Top Action-Producing Ads

**Page 7**

Think Different: Run "Actions Taken"  
Data Against Ad Traits

**Page 8**

Starch's Most Wanted Editorial:  
3 Top Action-Producing Editorial Pieces

**Pages 9-10**

Starch AdNorms 10/1/08—6/30/10

## The Impact of Ad Adjacencies on Readership

As Seen  
In  
MediaPost

### Q&A WITH DR. MICHAL GALIN, SVP STARCH ADVERTISING RESEARCH

*Starch recently undertook an analysis on the effect ad placement has on reader attention. The analysis compared ad placement next to different types of editorial content as well as placement opposite other ads. Here is an expanded version of a Q&A about the analysis that appeared in the 9/10/10 issue of MediaPost.*



**Q: Why did Starch Advertising Research conduct an Ad Adjacency analysis?**

**A:** Let me be upfront by saying –“We don’t have all the answers”. There simply are no hard and fast rules here; for instance, a killer creative execution can change everything. But we are in a really good position to offer some fact-based guidance on which ad positions seem to work better than others, particularly because our analysis is probably the largest of its kind.

*continued on page 2 >>*

**Starch**  
Ad Traits Database

Offering insight  
on elements that  
drive print ad  
readership.

**50+**  
AD TRAITS  
(40+ exclusive to Starch)

Call 1-800-310-3305  
for more information





>> continued from page 1

## Q&A WITH DR. MICHAL GALIN, SVP STARCH ADVERTISING RESEARCH

### Q: How was the analysis done?

A: This analysis was about ad adjacency only—not other forms of ad positioning. We literally hand-catalogued the nearly 68,000 ads Starch measured from January '09 to June '10—across 1,884 magazine issues—according to their adjacencies. For instance, was the ad next to another ad, next to the cover story, next to an article or next to a relevant article? By the way, we define “relevant article” as being about the same subject as an adjacent ad.

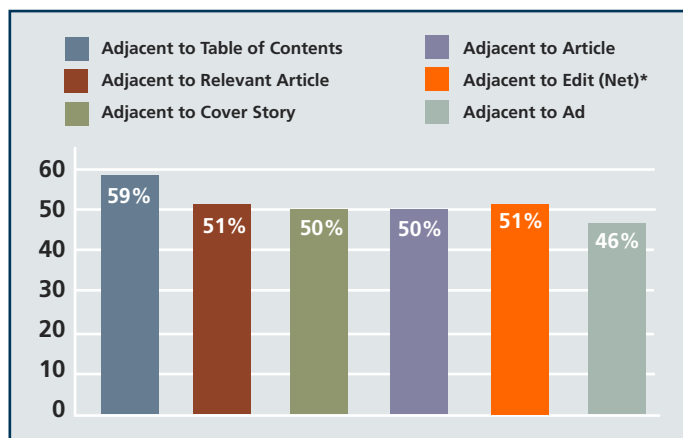
### Q: Is this a one-time study, or does Starch intend to carry out another analysis at some point (or even make it a regular service)?

A: This Ad Adjacency information is now in the Starch database, so clients can do their own, updated analysis whenever they wish. We recently completed our historical cataloguing of ad adjacency information—the 68,000 ads under consideration in this analysis are included in that cataloguing. However, all ads we measure moving forward will similarly be catalogued in this way. So, it's a beautiful thing! Starch users will eventually be able to slice and dice ads according to adjacency positioning in any way they choose—by magazine genre, specific magazines, advertising sector.

### Q: What did you find in your analysis? Does what an ad is next to in a magazine affect the ad's readership?

A: There are a couple of headlines here. Ads next to editorial, on average, are read by more consumers than ads next to other ads. Specifically, ads next to edit are, on average, read by 51% of magazine readers compared to 46% of readers who noted ads adjacent to other ads. This is a five percentage point difference, which is fairly significant. Put another way—ads adjacent to edit get an 11% lift in consumer readership when compared to ads adjacent to other ads.

## Ad Adjacency: Average Noted %



\* Edit includes TOC, relevant article, cover story, any article.

What type of edit an ad is next to, however, doesn't seem to have much impact—except in one instance. Being placed next to a relevant article did not increase readership any more than being next to any article. On the other hand, being placed next to a Table of Contents has a strong impact on readership—on average, there was an eight-percentage-point difference between readership of ads next to a TOC and ads next to any form of edit—and a 28% lift in readership when comparing TOC adjacency to being next to another ad.

### Q: Are there any exceptions to the rules?

A: There are plenty of exceptions. For example, Women's Fashion and Beauty books seem to buck the “it is better to be adjacent to edit than ads” trend. There was virtually no difference in average scores for ads opposite edit as opposed to ads opposite other ads in this genre. Bridal is another genre where the impact of an ad being placed next to edit is not as large. On the other hand, Business and Finance books, in general, act in the opposite direction; across all titles in this genre, ads received a 22% lift in readership by being placed adjacent to an article as opposed to an ad.

>> continued

**Q: What other genre-specific insights did you find?**

**A:** One of the really interesting findings is how relatively well ads next to magazines' Table of Contents perform across all genres. This is not only true for the analysis as a whole, but also when you look at ad performance by magazine genre. There was a double digit lift in readership for ads adjacent to a Table of Contents vs. another ad in every single genre. The same was true when we compared readership of ads next to a Table of Contents vs. next to other forms of edit; again a double digit lift in readership across all genres—as high as a 48% lift in the case of the Aviation and Aerospace genre.

Percent of Magazine Readers Who Note an Ad							% Lift	
Magazine Genre	Adjacent to Edit-NET*	Adjacent to Cover Story	Adjacent to TOC	Adjacent to Relevant Article	Adjacent to Article	Adjacent to Ads	% Lift Article vs. Ad Adjacency	% Lift TOC vs. Article Adjacency
Affluence	48.04	49.72	60.42	46.67	47.43	44.83	5.80	27.38
Airline & Transit On-Board	49.62	49.60	56.18	46.37	49.31	46.67	5.64	13.95
Automotive	50.93	53.02	60.53	50.90	50.36	45.88	9.78	20.20
Aviation & Aerospace	51.58	47.00	74.67	--	50.29	48.36	3.99	48.46
Boating, Sailing & Yachting	50.20	49.31	53.09	56.56	50.07	47.01	6.51	6.03
Bridal	52.38	52.66	60.79	52.55	51.70	50.63	2.10	17.58
Business/Finance	48.21	47.24	55.84	43.59	47.54	38.83	22.44	17.45
Computers	49.93	51.82	60.06	48.67	49.30	44.76	10.13	21.82
Entertainment	50.11	48.96	61.06	49.61	49.32	43.75	12.72	23.80
Epicurean	52.25	52.89	57.86	52.42	51.83	49.66	4.37	11.64
Family/Parenting	51.92	48.30	60.95	54.20	51.70	48.64	6.28	17.90
Gardening & Landscaping	52.24	68.67	57.75	68.00	51.29	47.10	8.89	12.60
General Interest	51.56	49.76	58.23	51.03	50.88	48.74	4.39	14.45
Health/Fitness	51.18	51.14	59.64	52.88	50.73	46.83	8.33	17.56
Healthcare & Medicine	53.67	56.60	73.19	50.67	51.89	44.73	16.00	41.05
Home/Home Service	51.48	50.89	58.24	55.56	51.03	46.62	9.47	14.12
Men's	50.14	47.06	56.75	51.96	49.91	45.47	9.75	13.71
Motorcycle & Bicycle	51.53	53.06	57.57	51.90	51.16	46.19	10.75	12.54
Music/Music Trades	51.16	50.32	56.20	42.33	50.46	42.68	18.23	11.37
Outdoors & Outdoor Activities/ Hunting, Fishing & Shooting	52.36	53.47	61.97	50.93	51.57	50.10	2.93	20.16
Photography	52.54	56.00	58.75	53.00	51.94	49.21	5.53	13.12
Science/Technology	47.06	47.41	61.61	45.21	45.88	38.37	19.56	34.29
Sports	48.37	48.49	53.02	52.48	47.91	45.91	4.36	10.68
Teen & Children	56.67	58.79	61.89	59.83	55.86	54.08	3.29	10.80
Travel	52.08	51.52	59.73	46.52	51.58	45.70	12.87	15.81
Video Games, PC & Console	53.19	50.70	60.40	58.40	53.02	50.33	5.34	13.91
Weekly News	50.46	46.70	60.11	58.40	50.13	43.28	15.81	19.92
Women's Fashion/Beauty	52.21	50.89	59.05	53.26	51.92	51.73	0.37	13.73
Women's Service	48.17	49.51	56.85	51.87	47.72	43.19	10.47	19.13

Source: Starch Advertising Research. Based on 67,904 advertisement appearing in consumer magazines from January 2009 through June 2010

\* Edit includes TOC, relevant article, cover story, any article.

>> continued

## Ads with the Highest Noted Scores

**Q: What about other forms of positioning? What has Starch Advertising Research learned about the efficacy of them?**

**A:** Ads in cover positions tend to have the highest Noted scores. And, ads in the front of a magazine tend to be read by more readers than ads in the back of the magazine. But, perhaps surprisingly, we have found no difference in readership scores between ads on right-hand versus left-hand pages.

**Q: Can you speculate about why an ad next to editorial content gets this lift in readership, relative to an ad next to another ad?**

**A:** Well, my opinion is purely speculative. Starch does not ask consumers why they read a given ad, just if they read a given ad. But I do think there are some common-sense observations: readers probably stay on a page longer if they are reading an article or a Table of Contents. And, it's certainly no secret that some consumers avoid ads in any medium, be it print or electronic. However, this doesn't seem to be the case for books, where the ads are almost seen as part of the editorial package—where consumers read the magazine for the ads as much as the articles. We see that happening with Women's Fashion and with Bridal titles.

**Q: How do you envision the marketplace using this data?**

**A:** I'm hopeful this top-line analysis will give an up-to-date framework to aid in the positioning conversation between advertisers, their agencies, and Publishers. It can help to sort of anchor the discussion. An advertiser, for instance, may learn that Pharma ads buck the overall trend and work best when being placed next to a relevant article—and can have that positioning conversation with the magazines carrying its campaign.



**Ads Adjacent to Table of Contents**  
**ALEVE ARTHRITIS PAIN RELIEVER**  
*Arthritis Today*, March 2010  
 Noted: 90% (Tied with 32 ads)



**Ads Adjacent to Relevant Article**  
**BERMUDA TOURISM**  
*Town & Country*, May 2010  
 Noted: 88%



**Ads Adjacent to Cover Story**  
**AMAZON KINDLE**  
*Time*, April 19, 2010  
 Noted: 90%  
 (Tied with one other ad)



**Ads Adjacent to Article**  
**CAMPBELL SOUP**  
*Cooking with Paula Deen*, May 2010  
 Noted: 92%

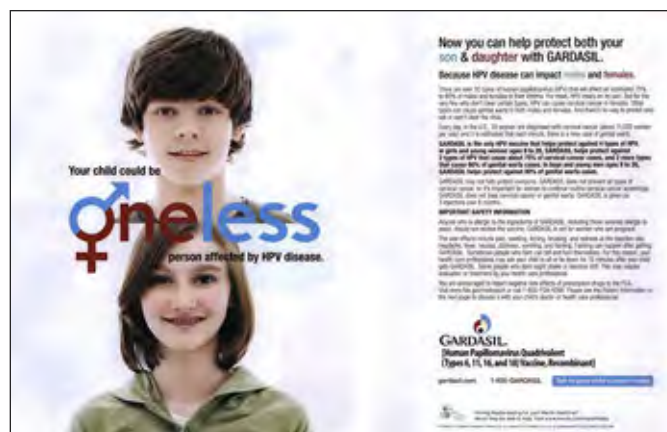
# Campaign Closeup: Gardasil HPV Rx

Gardasil, the highly-publicized vaccine for preventing the Human Papiloma Virus (HPV), launched several years ago promoting its benefits for females ages 9 to 26. While originally promoted as a vaccine for women, this recent iteration of the DDB "One Less" campaign informs parents that "now you can help protect both your son & daughter" against the disease. Starch insight into this campaign:

- 20 ads measured by Starch ran between 1/1/10-6/30/10
- 160,751,000 total gross impressions
- Host Titles: *Better Homes and Gardens, Ebony, Family Circle, FamilyFun, Good Housekeeping, Ladies' Home Journal, O-The Oprah Magazine, Parenting School Years, Parents, People, Soap Opera Weekly, TV Guide, Woman's Day, Working Mother*
- Average AdMeasure Rating: 3.91
- Noted Ad Average: 47%. Of them:
  - 45% took any action
  - Nearly 1 in 5 (16%) have a more favorable opinion about Gardasil
  - Nearly 1 in 10 (8%) talked to a doctor



Talked to a Doctor After Seeing the Ad  
 Rank #1 Out of 1,386 Rx ads:  
 GARDASIL HPV RX  
 Working Mother, 6/1/10, 1P4


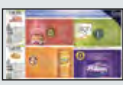









## Ad Rank: *Parade*, June 27, 2010

Starch SmartSystem lets you rank ads according to performance within a title. Here are the Top 5 Noted ads in *Parade*, 6/27/10.

Rank	Advertiser Name	Noted Ad Rating %*	Noted Audience	AdNorm Index Noted	Noted (%)
1.	 GE Appliances	24.18	54,872,000	145	71%
2.	 Procter & Gamble Drugs & Toiletries	23.50	53,326,000	128	69%
3.	 Pantene Pro-V Hair Care & Styling	19.75	44,825,000	121	58%
4.	 Prilosec OTC Heartburn Control	19.41	44,052,000	154	58%
5.	 Harbor Freight Tool Store	18.05	40,961,000	110	53%

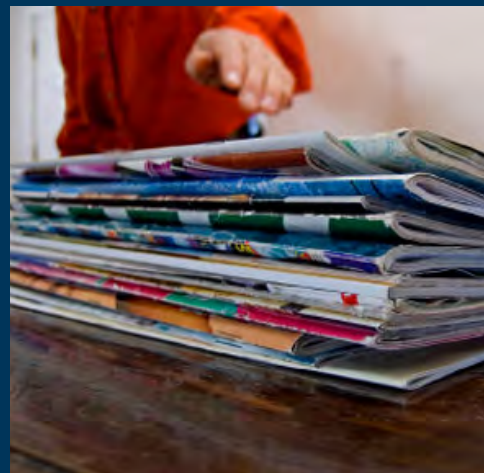
\* Noted Ad Rating is the Noted audience as a percent of the total U.S. adult population. Contact your GfK MRI Salesperson for information on your title's ad rankings.

## Your ad is real, shouldn't its ratings be real, too?

An ad rating is only as reliable as its base, and the base that GfK MRI's AdMeasure uses to rate print advertising readership is the most precise in the industry—the Issue Specific Readership Study. Other magazine "ratings" services rely on average audiences, but AdMeasure data rest on readership numbers for actual magazine campaigns—and generate precise issue-specific audience metrics and meaningful ad ratings.

For the real story on how your ads rate, give GfK MRI a call at 1-800-310-3305.

**AdMeasure. Real ratings for real ads, only from GfK MRI.**



# Starch's Most Wanted: 3 Top Action-Producing Ads

Top scoring ads appearing 1/1/10—6/30/10 based on specific actions taken by Noters.



Clipped/saved the ad: 56%

#1 Out of 50,880 Ads

**BED BATH & BEYOND**

Publication: *Cooking Light*, 5/1/10

Size/Color: 1P4

Issue Specific Audience: 11,549,000



Saw/plan to see movie: 62%

**Metric Exclusive to Starch**

#1 Out of 199 Ads

**VALENTINE'S DAY MOVIE**

Publication: *Star*, 2/15/10

Size/Color: 1P4

Issue Specific Audience: 8,815,000



Looked for more info about the product/service: 52%

**Metric Exclusive to Starch**

#1 Out of 53,120 Ads

**APPLE IPAD TABLET COMPUTER**

Publication: *BusinessWeek*, 4/19/10

Size/Color: 1.3

Issue Specific Audience: 3,873,000

## THINK DIFFERENT: Run "Actions Taken" Data Against Ad Traits

1/1/10—6/30/10.

Starch offers nearly 20 Actions Taken questions, which can be run against Starch's 50+ ad traits. Below are three examples of how you can tap into this powerful ROI tool.



Ad Trait: Ad includes sample/trial offer  
Action Taken:

Consider purchasing the product: 58%

**BARILLA WHOLE GRAIN PASTA**

Publication: *O, The Oprah Magazine*, 6/1/10

Size/Color: 1P4

Issue Specific Audience: 14,202,000



Ad Trait: Ad includes a recipe  
Action Taken:

Tried/plan to try the recipe: 55%

**Metric Exclusive to Starch**

**CAMPBELL'S SOUP**

Publication: *Cooking with Paula Deen*, 1/1/10

Size/Color: +2P4

Issue Specific Audience: 6,684,000



Ad Trait: Ad mentions "FREE"  
Action Taken: Clipped/saved the ad: 43%

**Metric Exclusive to Starch**

**OLD ORCHARD HEALTHY BALANCE  
RTS APPLE RASPBERRY JUICE**

Publication: *Real Simple*, 5/1/10

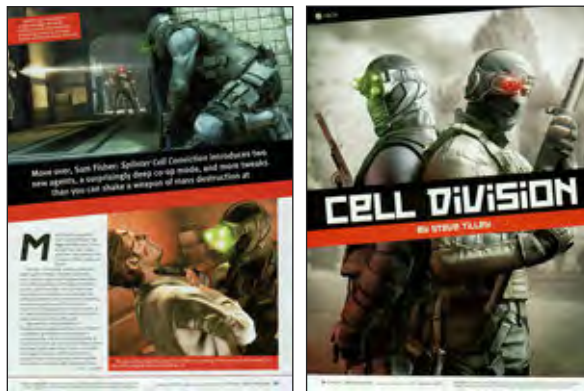
Size/Color: V1/3P4

Issue Specific Audience: 9,908,000

# Starch's Most Wanted: 3 Top Action-Producing Editorial Pieces

1/1/10—6/30/10

Readers view magazines as a source of information—and in these cases, as a source of acquisition. Below are examples of edit that generated purchase interest in the product(s) featured.



Considered purchasing product/service featured in article: 51%

#1: **SPLINTER CELL CONVICTION VIDEO GAME**  
Official Xbox Magazine, 1/1/10

Considered purchasing product/service featured in article: 50%

#2 (4-WAY TIE):



**THE MOST MOISTURIZING  
PRODUCTS OF ALL TIME**  
Lucky, 3/1/10



**ELLE SHOPS ACCESSORIES/  
AROUND-THE-CLOCK BAGS**  
ELLE, 4/1/10



**TASTE TEST: RANKING THE  
BEST RED WINE VINEGARS**  
Cooking Light, 4/1/10



**YOU CAN DO IT!  
SMOOTH OPERATORS**  
Fitness, 5/1/10

Base: Noters. Database of editorial self-selected by clients and/or Starch. Starch measures 3 editorials per 25 ads that appear in each issue.

# Starch AdNorms: 10/1/2008—6/30/2010

## The industry standard.

Continuously updated ad norms will appear in every quarterly issue of Cover-to-Cover

	No. of Ads	Noted (%)	Assoc. (%)	Read Any (%)
<b>All Ads</b>	<b>84,722</b>	<b>51</b>	<b>44</b>	<b>42</b>
<b>Size/Color &amp; Cover Position</b>				
Spread Four Color	6,932	56	48	45
One Page Four Color	51,311	51	44	42
One-Third & One Page Four Color	2,279	52	47	43
Vertical One-Third Page Four Color	4,459	41	35	35
Horizontal One-Half Page Four Color	3,884	43	36	36
2nd Cover Spread Four Color	1,262	73	65	63
3rd Cover One Page Four Color	1,788	59	49	51
4th Cover One Page Four Color	1,788	59	49	51
<b>Product Categories—Top 50 in Terms of # of Ads</b>				
Amusements & Events	951	51	41	45
Apparel Retailers	1,724	53	44	44
Apparel—Direct Response	764	45	32	35
Automotive & Travel—Direct Response	550	50	42	42
Bakery Goods (Fresh, Frozen, Refrigerated, etc.)	623	58	54	50
Bath Soaps & Toiletries	566	57	53	48
Beauty, Health & Medical Services	864	42	32	36
Boats, Boat Motors & Accessories	618	50	42	44
Building Equipment, Fixtures & Systems	657	50	41	41
Building Materials & PreFab Homes	591	45	33	36
Business Propositions & Employment Recruitment	560	42	34	36
Candy & Mints	585	61	58	53
Cars & Light Trucks, Factory: Sales & Leasing	3,235	56	52	45
Cat & Dog Food	727	46	41	34
Chips, Nuts, Popcorn & Pretzels	569	56	50	48
Cold, Cough, Sinus & Asthma Remedies	515	50	46	39
Computer Software	517	45	36	38
Corporate Advertising NEC	505	49	41	41
Credit Cards & Travelers Checks	687	49	45	38
Dairy Products & Substitutes	1,331	59	53	50
Dresses, Suits, Formalwear & Bridalwear	1,596	55	42	47

continued >>



	No. of Ads	Noted (%)	Assoc. (%)	Read Any (%)
Drug & Toiletry—Direct Response	1,168	43	33	33
Face Makeup	663	61	58	51
Feminine Hygiene Products	481	47	42	37
Financial Products & Services	1,821	44	37	35
Furniture & Mattresses	539	50	39	40
General—Direct Response	1,072	43	31	33
Home & Building Retailers	1,409	52	45	44
Home & Building-Direct Response	923	53	47	43
Jewelry	792	50	39	42
Lip Makeup	507	61	58	52
Medicated Products & Remedies-Non-RX	619	49	44	41
Organizations	1,208	48	37	40
Other Alcoholic Beverages	552	58	51	48
Prepared Dinners & Entrees NEC (Incl Pizza)	544	57	53	49
Prescription Medications	2,531	37	30	25
Property & Casualty	713	53	49	40
Public Transportation	859	53	46	45
Resorts & Travel Accommodations	3,085	49	40	43
Scents, Fragrances & Perfumes	1,021	55	49	43
Shampoos, Conditioners & Rinses	777	53	48	44
Skin Care Products	2,545	54	50	45
Soups	519	63	60	55
Sportswear & Jeans	683	57	50	50
Telecommunications Providers/Services	992	51	47	41
Television & Cable Television	1,819	56	49	48
Vehicle Accessories & Equipment	2,411	51	44	44
Vitamins, Nutrition Supps, Reducing Aids	2,251	46	37	37
Watches	911	53	46	42
Wine & Wine Coolers	599	49	40	41

Advertising Occurrence Data: Copyright 2010 by Kantar Media Intelligence. All rights reserved.

Note: This Norms chart shows the size/color, position and product classes with the largest number of measured ads. Visit Starch Advertising Research's SmartSystem for more extensive data. The data in this report have been composition targeted. This means that the Starch data have been projected to reflect the profile of readers and their reading behavior for this magazine/issue as found in the GfK MRI *Survey of the American Consumer* and the GfK MRI Issue Specific Study. This approach was implemented as of June 2009 and applied to all Starch Syndicated studies from October 2008 onward. For more information on this composition targeting approach, please contact your GfK MRI sales representative.

© Copyright 2009-2010, GfK Mediamark Research & Intelligence, LLC.

## Also In This Issue

### Page 7

"New," "Save" or "Free"?  
Which Word is The Most Powerful  
in Advertising?

### Page 8

Campaign Close-Up: Frito-Lay

### Page 9

Ad Rank: *Vanity Fair*, September 2010

### Page 10

Starch's Most Wanted:  
3 Top Action-Producing Ads

### Page 11

Starch's Most Wanted Editorial:  
3 Top Action-Producing Editorial Pieces

### Pages 12—13

Starch AdNorms 10/1/08—9/30/10

## Magazine Favorability is Rising...But Did It Ever Drop?

PRELIMINARY RESULTS FROM THE  
"MAGAZINES, THE POWER OF PRINT" CAMPAIGN

Starch worked with the  
consortium of Condé  
Nast, Hearst Magazines,  
Meredith National

**MAGAZINES**  
The Power of Print®

Media, Time Inc., Wenner Media and the Magazine Publishers  
of America to measure the impact of the "Magazines, The  
Power Of Print" campaign, which is primarily a trade effort.

*continued on page 4 >>*

## Ask an Ad Man:

*Ed Tracy, Cultural Strategist at  
Amalgamated, on a campaign that worked.  
Read the Q&A on Page 2*

AMALGAMATED

**BEN & JERRY'S**  
*Ad Agency: Amalgamated  
Rolling Stone, 3 Ads*

*+32% lift in Noters  
purchasing product after  
seeing ad vs. the average  
ice cream ad*

**Rolling Stone  
Average**

Ad Noting:  
**71%**

Noted Ad Rating:  
**4.63**

Purchased Product  
After Seeing Ad  
(Noters):  
**29%**

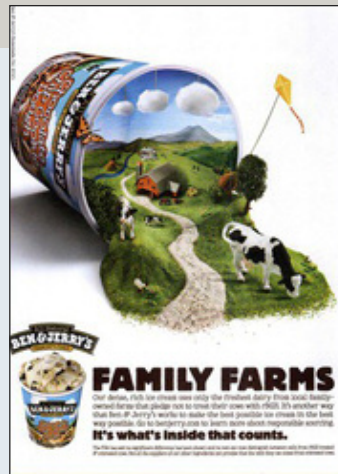
>> continued from page 1

## Ask an Ad Man:

Ed Tracy, Cultural Strategist at Amalgamated, on a campaign that worked.



5/27/10  
Chunk Generosity



6/10/10  
Family Farms



7/8/10  
Fair Trade Cocoa

**BEN & JERRY'S**  
Ad Agency: Amalgamated  
Rolling Stone, 3 Ads

+32% lift in Noters purchasing product after seeing ad vs. the average ice cream ad

Ben & Jerry's, the iconic Vermont ice cream company, is known for weaving their social mission into the daily business of creating super premium ice cream—in the case of the above ads—by emphasizing their progressive values. We asked Ed Tracy, Cultural Strategist at Amalgamated, about these Ben & Jerry's print ads that ran in *Rolling Stone*, which outperformed the average ice cream ad by +32% in terms of Noters that reported purchasing the product after seeing the ad. Note that these ads also ran in *Wired*, *People*, *Real Simple*, *Paper Magazine*, *Saveur* and *Good*.

**GfK MRI Starch Q:** *It's been said that Print, more than any other media forms, relies upon the idea. How have Ben & Jerry's and Amalgamated leveraged Print to communicate the Ben & Jerry's brand idea to its core customers?*

**A:** Magazines give ads the greatest opportunity to tell a detailed message, but require them to grasp the most immediate attention. This campaign tells stories about Ben & Jerry's values as they're expressed within the ice cream itself—since a key part of Ben & Jerry's mission is that their progressive values lead them in every choice of ingredient

>> continued

### Rolling Stone Average:

Ad Noting:

**71%**

Noted Ad Rating:

**4.63**

Purchased Product After  
Seeing Ad (Noters):

**29%**

>> continued from page 2

and supplier relationship. Each ad in the campaign draws the eye into a scene that manifests one particular food-sourcing story. That scene, whether of a family dairy farm in Vermont or of a Fair Trade Cocoa smallholding in Central America, is literally embedded within a Ben & Jerry's pint container. But, while ads in all media for the campaign encourage consumers to seek out the extensive food-sourcing information on the Ben & Jerry's website, the print ads can give enough detail to tell self-contained stories about the sources. So, each ad features an eye-catching, beautiful scene about the product's source, using the iconic Ben & Jerry's pint container as a stage to link the scene immediately to the brand and finished product. Once it has drawn the eye into this scene, though, the print ad can deepen the engagement with a textual exposition of the scene. In this way, the magazine ads act something like museum pieces for the campaign, depicting the scene as a diorama in an exhibit, and annotating it on a label that holds the visitor's attention even more closely.

**GfK MRI Starch Q: This Ben & Jerry's ad in Rolling Stone outperformed the average of 346 ice cream ads that ran between 1/1/10-10/15/10. Why do you think this ad performed so well?**

**A:** The ads simply tell much richer stories than typical ice cream advertisements. Each depicts a scene that expresses

values inherent to the product—rooting it in social, environment and economic commitments that are potentially far more meaningful to the consumer than the mere “indulgence” message of most ice cream ads. But they're not off-putting by being didactic about those values; rather, they tell the stories through whimsical visual narratives that are very approachable, beautiful and fun. Among the abundant CG- and Photoshop-composed ads in any of the magazines where these ran, the ads' hand-crafted dioramas stand out immediately, then draw the eye in with the miniature model's particular fascination and identification. The dioramas' stories are each set on the familiar stage of the iconic Ben & Jerry's pint, linking them very naturally to the ice cream itself. And by dramatically displaying the ingredients within the narrative, they do still convey the “indulgence” message—emphasized by a separate image of a full Ben & Jerry's pint. To put it more briefly, the ads work because they're about something more than a product—they express a worldview in a beautiful and engaging way, and show Ben & Jerry's ice cream as that worldview's manifestation.

## Your ad is real, shouldn't its ratings be real, too?

An ad rating is only as reliable as its base, and the base that GfK MRI's AdMeasure uses to rate print advertising readership is the most precise in the industry—the Issue Specific Readership Study. Other magazine “ratings” services rely on average audiences, but AdMeasure data rest on readership numbers for actual magazine campaigns—and generate precise issue-specific audience metrics and meaningful ad ratings.

For the real story on how your ads rate, give GfK MRI a call at 1-800-310-3305.

**AdMeasure. Real ratings for real ads, only from GfK MRI.**





*"If you don't like what's being said, change the conversation."*



# Magazine Favorability is Rising... But Did It Ever Drop?

PRELIMINARY RESULTS FROM THE  
"MAGAZINES, THE POWER OF PRINT" CAMPAIGN

A favorite ad man of ours once said, "If you don't like what's being



said, change the conversation." For a long time, the conversation centered around naysayers who said "Print is Dying" or, even worse, "Print is Dead" despite evidence to the contrary. Enter "Magazines, the Power of Print," the largest print advertising campaign ever created to promote the vitality of magazines as a medium. Primarily a trade effort, "Magazines, the Power of Print" is changing the

conversation by promoting not just the enduring strengths of the medium but also consumer commitment to magazines.

Created by Y&R, the campaign launched last April with an eventual 1,400 pages of ads schedules to run across 100+ magazines. Starch measured reader engagement with this campaign free-of-charge as a way to contribute to the industry's effort to promote the vitality of magazines as a medium.

>> continued

## >> Magazine Favorability is Rising...But Did It Ever Drop? *(continued from page 4)*

Here, we'll take you through the combined results from the first four executions, which are shown at right. These results are based on 17,134 respondents.

When respondents were asked, "Did you see or read any part of this ad when you first read the issue?" just over 1 in 2—or 53%—of them said "Yes." When we asked, 71% of these Noters said they agreed with the statement, "This wasn't 'just another ad'—this ad made me think."

Select preliminary results based on ads that ran through 10/31/10. Results are from custom questions appended to the Starch survey:

Statement	Agreed Strongly/Somewhat (Noters)
"Reading a magazine is a different experience than using the web or watching TV."	95%
"There are a lot of media choices 'out there' but magazines still matter."	93%
"Magazines and the Internet often complement one another."	87%
"Anyone who doubts the 'future' of magazines should read this ad."	78%
"This ad made me realize how important magazines are in my daily life."	66%
"This ad made me think about magazines differently."	63%
"As a result of seeing this ad, my overall opinion about magazines is a lot or slightly more favorable."	60%

Results are based on these executions from "Magazines, the Power of Print," which was launched by Conde Nast, Hearst Magazines, Meredith National Media, Time Inc., Wenner Media and the Magazine Publishers of America.

**We surf the Internet. We swim in magazines.**

The Internet is exhilarating. Magazines are enveloping. The Internet grabs you. Magazines embrace you. The Internet is fleeting. Magazines are intemperate. And both media are growing.

Hardly noticed amidst the thunderous Internet clamor is the simple fact that magazine readership has risen over the past five years. Even in the age of the Internet, even among the groups one would assume are most singularly hooked on digital media, the appeal of magazines is growing.

Think of it this way: during the 12-year life of Google, magazine readership actually increased 13 percent.

What is more, once again, is that a new medium doesn't necessarily displace an existing one. Just as movies didn't kill radio. Just as TV didn't kill movies. An established medium can continue to flourish as long as it continues to offer a unique experience. And, as reader loyalty and growth demonstrate, magazines do.

Which is why people aren't giving up swimming, just because they also enjoy surfing.

**MAGAZINES**  
The Power of Print

You might think that in these times, we don't read magazines anymore, that with the rise of the online world magazines have fallen out of fashion. But it's not true. From the 1950s through their 1990s, folks are reading more magazines than just a few years ago. Sure, there's a lot of time being spent online. But there's also a lot of time being spent on magazines, with nearly 300 million paid subscriptions.

**MAGAZINES**  
The Power of Print

**Young people do everything online. Like order millions of magazines.**

Somewhere, amidst their infatuation with Facebook, YouTube, Twitter and the like, young adults are still making time for another one of their favorite pastimes: reading magazines.

Contrary to popular misperception, the phenomenal popularity of the Internet has not come at the expense of magazines. Readership is actually increasing, and adults between 18 and 34 are among the most dedicated readers. They equal or surpass their over-34 counterparts in issues read per month and time spent per issue.

What's changed isn't people's affinity for magazines but the means by which they acquire them. Last year, nearly 22 percent of all new paid subscriptions were ordered online.

And just as the Internet drives magazine subscriptions, magazines drive Web searches – with nearly double the effectiveness of the Internet itself. Some might call it ironic.

The medium that some predicted would vanish is actually helping fuel their growth. And vice versa.

**MAGAZINES**  
The Power of Print

**Young people do everything online. Like order millions of magazines.**

Somewhere, amidst their infatuation with Facebook, YouTube, Twitter and the like, young adults are still making time for another one of their favorite pastimes: reading magazines.

Contrary to popular misperception, the phenomenal popularity of the Internet has not come at the expense of magazines. Readership is actually increasing, and adults between 18 and 34 are among the most dedicated readers. They equal or surpass their over-34 counterparts in issues read per month and time spent per issue.

What's changed isn't people's affinity for magazines but the means by which they acquire them. Last year, nearly 22 percent of all new paid subscriptions were ordered online.

And just as the Internet drives magazine subscriptions, magazines drive Web searches – with nearly double the effectiveness of the Internet itself. Some might call it ironic.

The medium that some predicted would vanish is actually helping fuel their growth. And vice versa.

**MAGAZINES**  
The Power of Print

>> continued

## >> Magazine Favorability is Rising...But Did It Ever Drop? *(continued from page 5)*

And here are top words and phrases consumers used to describe magazines and/or the experience of reading magazines:

**"Which of the words and phrases below would you use to describe magazines and/or the experience of reading magazines?"**

**Informative:**

**61%**

**Relaxing:**

**60%**

**Break from computers and screens:**

**53%**

**A "me time" favorite:**

**52%**

GfK MRI Starch will continue to measure the results as this campaign continues to appear in magazines.



A module with custom questions about the "Magazines, The Power Of Print" campaign was provided by the consortium and appended to the syndicated Starch survey. Data from Starch custom modules can be benchmarked against the syndicated Starch study to provide a broader context for the findings. Starch custom modules are available upon request.

## Use *AdMeasure* to Follow YOUR Money

How far do your print dollars go? What do you get back in return? GfK MRI's *AdMeasure* can tell you. *AdMeasure* lets marketers gauge the effectiveness of their magazine advertising—and that of their competitors—by measuring how many readers saw their ad, how well they read it and what actions they took as a result of seeing it. In short, *AdMeasure* delivers the hard data you need to see how your ad worked!

For the real story on how your ads rate, give GfK MRI a call at 1-800-310-3305.

*AdMeasure*. High resolution ad ratings for national magazines.



**Joseph Abruzzo**  
EVP,  
Director of Research  
MPG North America

**"*AdMeasure* gives print advertisers a powerful ROI metric for evaluating the impact of their schedules. It's one of the most exciting developments in the print industry in a long time."**



# "New," "Save" or "Free"? Which Word is the Most Powerful in Advertising?

NEW  
SAVE  
FREE

It's the oldest saw in the advertising playbook that two words "Free" and "New" are the most motivating words you can use. But, does one work better than the other? Using historical Starch data, we can find out.

Ad Traits  
Exclusive  
to Starch

Starch looked at 85,390 ads appearing in consumer magazines between October 2008 and June 2010 to determine what lift in readership, if any, ads with these words "New", "Free" or "Save" enjoyed. The result?

■ Ads which included the word "New" had an average 8% lift in readership when compared to ads without "New".

■ Ads that included the word "Free" or "Save" did not enjoy a lift in readership overall.

As always, ads for different product categories behaved better or worse than the average. Hair Styling, Nail Makeup and Financial Services advertisements, for instance, seem to benefit the most from using the word "New". These categories enjoyed an average 28%, 17% and 15% readership lift, respectively. And, the category *least* helped by the word "New"? Prescription Medications—proving "New" isn't always better!

## THE POWER OF "NEW": Average Lift: 8%

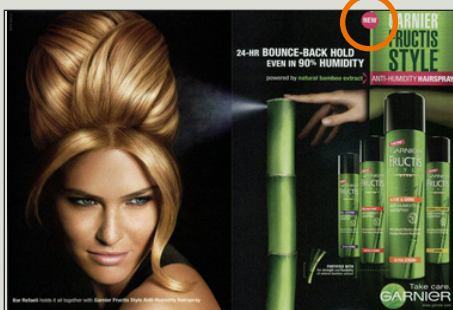
### TOP PERFORMING CATEGORIES:

**Hair Styling & Holding Products**  
Average Category Lift: 28%

**Nail Makeup**  
Average Category Lift: 17%

**Financial Services**  
Average Category Lift: 15%

### TOP PERFORMERS WITHIN CATEGORY:



**GARNIER FRUCTIS STYLE ANTI-HUMIDITY  
HAIR SPRAY**  
*Entertainment Weekly*, January 15, 2010  
Noted: 84%



**SALLY HANSEN COMPLETE SALON  
MANICURE NAIL COLOR LIQUID**  
*Marie Claire*, January 2010  
Noted: 87%



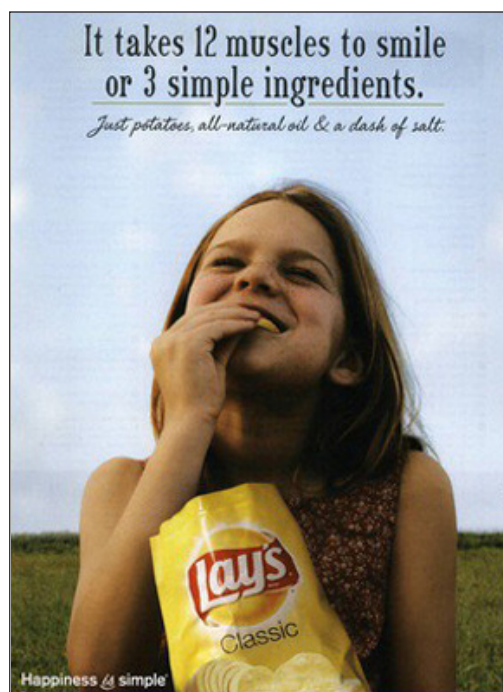
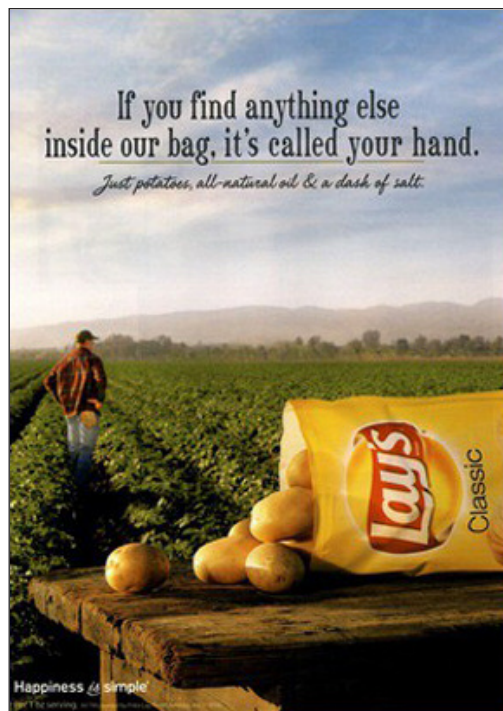
**FIDELITY INVESTMENTS ISHARES  
ETF ONLINE**  
*BusinessWeek*, March 2010  
Noted: 85%



# Campaign Closeup: Lay's Classic Potato Chip

Lay's Classic Potato chips has been one of America's favorite snacks for 75 years. Recently, Lay's—in partnership with agency, Juniper Park—reinvigorated this venerable brand with an ad campaign showcasing “moments of simple joy.” While the headlines on the ads vary, the subheader remains the same, focusing on the “three simple ingredients” that comprise the Lay's Classic Potato Chip: “just potatoes, all-natural oil & a dash of salt.” As Gannon Jones, VP for Portfolio Marketing at Frito-Lay recently told the New York Times, “people were looking for reasons to rekindle their love for Lay's.” The result of this new campaign? High consumer marks according to Starch Advertising Research.

- 21 magazine ads ran between 1/10/10—10/31/10
- 299,264,000 total gross impressions
- Host Titles: *Better Homes and Gardens*, *Cooking Light*, *Entertainment Weekly*, *Family Circle*, *Parents*, *People*, *Real Simple*, *Woman's Day*
- Average AdMeasure Rating %: 7.02
- Noted Ad Average: 71%. Of Noters:
  - 73% took an action after seeing the ad
- 93% were positively disposed to the Lay's brand
- 1 in 3 (34%) said Lay's is their favorite brand



**Purchased the product/service: 57%**  
**Rank #1 Out of 377 chips/snackfood\* ads:**  
**LAYS' CLASSIC POTATO CHIP**  
**Woman's Day, 8/1/10, 1P4**






\* Product categories: F531 – Chips; F537 - Chips, Nuts, Popcorn & Pretzels NEC; F538 - Chips, Nuts, Popcorn & Pretzels Corporate Promotion/Sponsorship; F539 - Chips, Nuts, Popcorn & Pretzels General Promotion; F597 - Snack Foods NEC; F598 - Snack Foods Corporate Promotion/Sponsorship



## Ad Rank: *Vanity Fair*, September 2010

Starch SmartSystem lets you rank ads according to performance within a title.

Here are the Top 5 Noted ads in *Vanity Fair*, September 2010, which contained 97 ads.

Rank	Advertiser Name	Noted Ad Rating %*	Noted Audience	AdNorm Index Noted	Noted
1.	 Gap Premium Black Pants Women	3.36	7,624	**	88%
2.	 Banana Republic RTW Men & Women	3.17	7,191	138	83%
3.	 Donna Karan RTW Women	3.13	7,104	128	82%
4.	 Calvin Klein Jeans Men & Women	3.09	7,018	107	81%
5.	 Burberry Prorsum Handbags & RTW Men & Women	3.05	6,931	114	80%

\* Noted Ad Rating is the Noted audience as a percent of the total U.S. adult population according to 2010 Spring Survey of the American Consumer.

\*\* Not enough of this type of unit (+G10P4) to calculate an AdNorm Index Noted.

Contact your GfK MRI Salesperson for information on your title's ad rankings.

# Starch's Most Wanted: 3 Top Action-Producing Ads

Top scoring ads appearing Third Quarter 2010 based on specific actions taken by Noters.

Note that Issue Specific audience measurements are exclusive to Starch. Issue Specific audiences as reported in the Issue Specific Readership Report.



Watched/plan to watch show: 70%

#1 Out of 716 Promo Ads

ABC—DESPERATE HOUSEWIVES PAID PROMO

Publication: *Life & Style Weekly*, 9/27/10

Size/Color: 1P4

Issue Specific Audience: 6,680,000



Tried scent strip: 47%

#1 Out of 110 Scent Strip Ads

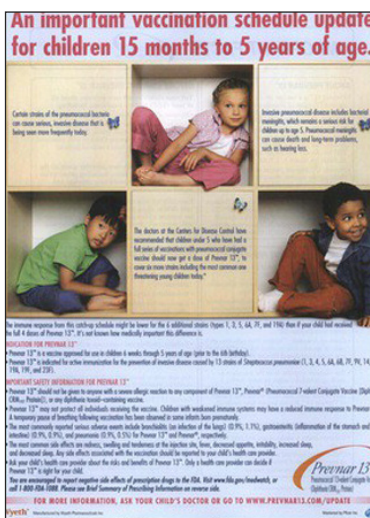
DONNA KARAN CASHMERE MIST FRAGRANCE

Publication: *Real Simple*, 9/1/10

Size/Color: +2P4

Issue Specific Audience: 7,327,000

Metric  
Exclusive  
to Starch



Talked to a doctor: 1 in 3 (32%)

#1 Out of 742 Rx Ads

PREVNAR MENINGITIS RX

Publication: *Parenting Early Years*, 8/1/10

Size/Color: 1P4

Issue Specific Audience (Parenting Early/School Years Net): 9,755,000



# Starch's Most Wanted: 3 Top Action-Producing Editorial Pieces

3Q'10

Below are examples of edit that generated reader action.



Discussed/referred article to someone: 57%

#1: (TIED) COVER STORY—AFGHAN WOMEN AND THE RETURN OF THE TALIBAN

Time Magazine, 8/9/10



Pass article along to someone: 41%

#1 (TIED): 2010 BLACK WOMEN'S AGENDA

Essence Magazine, 9/1/10

Pass article along to someone: 41%

#1 (TIED): THE GASLIGHT ANTHEM—LEAVING HOME

Spin Magazine, 7/1/10



Considered purchasing product/service featured in article: 57%

#1: THE 4TH ANNUAL FITNESS HEALTHY FOOD AWARDS

Fitness Magazine, 7/1/10

Base: Noters. Database of 4,016 editorial pieces self-selected by clients and/or Starch. Starch measures 3 editorials per 25 ads that appear in each issue.



# Starch AdNorms: 10/1/2008—9/30/2010

## The industry standard.

Continuously updated ad norms will appear in every quarterly issue of Cover-to-Cover

	No. of Ads	Noted (%)	Assoc. (%)	Read Any (%)
<b>All Ads</b>	<b>112,821</b>	<b>52</b>	<b>45</b>	<b>43</b>
<b>Size/Color &amp; Cover Position</b>				
Spread Four Color	9,149	56	49	46
One Page Four Color	68,173	52	45	43
One-Third & One Page Four Color	2,948	52	47	43
Vertical One-Third Page Four Color	6,045	42	35	35
Horizontal One-Half Page Four Color	5,175	44	36	37
2nd Cover Spread Four Color	1,706	74	65	64
3rd Cover One Page Four Color	2,414	59	50	51
4th Cover One Page Four Color	2,713	62	55	54
<b>Product Categories—Top 50 in Terms of # of Ads</b>				
Amusements & Events	1,310	52	42	46
Apparel Retailers	2,259	54	45	45
Apparel—Direct Response	1,027	46	33	36
Automotive & Travel—Direct Response	736	50	42	43
Bakery Goods (Fresh, Frozen, Refrigerated, etc.)	886	59	55	51
Bath Soaps & Toiletries	877	58	55	49
Beauty, Health & Medical Services	1,182	43	32	36
Boats, Boat Motors & Accessories	814	50	42	44
Building Equipment, Fixtures & Systems	860	50	42	41
Building Materials & PreFab Homes	732	45	33	36
Business Propositions & Employment Recruitment	713	43	35	36
Candy & Mints	720	62	58	54
Cars & Light Trucks, Factory: Sales & Leasing	4,485	57	53	46
Cat & Dog Food	968	47	41	35
Chips, Nuts, Popcorn & Pretzels	736	57	51	49
Computer Software	672	45	36	39
Credit Cards & Travelers Checks	1,019	51	47	40
Dairy Products & Substitutes	1,821	60	55	51
Dresses, Suits, Formalwear & Bridalwear	2,022	55	43	47
Drug & Toiletry—Direct Response	1,499	43	33	33
Eye Makeup	680	65	62	56

continued >>

	No. of Ads	Noted (%)	Assoc. (%)	Read Any (%)
Face Makeup	823	60	57	50
Feminine Hygiene Products	698	48	43	38
Financial Products & Services	2,441	45	38	36
Furniture & Mattresses	678	51	39	41
General—Direct Response	1,501	44	32	34
Home & Building Retailers	1,742	53	45	45
Home & Building-Direct Response	1,229	54	47	44
Jewelry	958	51	40	42
Lip Makeup	656	62	59	52
Medicated Products & Remedies-Non-RX	841	49	44	41
Organizations	1,559	48	37	40
Other Alcoholic Beverages	798	58	51	49
Prepared Dinners & Entrees NEC (Incl Pizza)	702	58	54	49
Prescription Medications	3,302	37	30	25
Property & Casualty	974	53	49	41
Public Transportation	1,120	54	46	45
Resorts & Travel Accommodations	3,746	50	41	43
Retailers NEC	671	51	43	42
Scents, Fragrances & Perfumes	1,228	56	50	44
Shampoos, Conditioners & Rinses	1,031	54	48	44
Skin Care Products	3,286	55	50	46
Sport Shoes	677	60	54	52
Sportswear & Jeans	957	58	50	51
Telecommunications Providers/Services	1,419	52	47	42
Television & Cable Television	2,610	56	49	48
Vehicle Accessories & Equipment	3,889	51	44	45
Vitamins, Nutrition Supps, Reducing Aids	3,054	46	37	37
Watches	1,103	54	47	43
Wine & Wine Coolers	778	48	39	41

Advertising Occurrence Data: Copyright 2010 by Kantar Media Intelligence. All rights reserved.

Note: This Norms chart shows the size/color, position and product classes with the largest number of measured ads. Visit Starch Advertising Research's SmartSystem for more extensive data. The data in this report have been composition targeted. This means that the Starch data have been projected to reflect the profile of readers and their reading behavior for this magazine/issue as found in the GfK MRI *Survey of the American Consumer* and the GfK MRI Issue Specific Study. This approach was implemented as of June 2009 and applied to all Starch Syndicated studies from October 2008 onward. For more information on this composition targeting approach, please contact your GfK MRI sales representative.

© Copyright 2009-2010, GfK Mediamark Research & Intelligence, LLC.